2011

BRITISH COLUMBIA AGRIFOOD INDUSTRY

YEAR IN REVIEW

BRITISH COLUMBIA

Ministry of Agriculture

A message from The **MINISTER** *of* **AGRICULTURE**

Welcome to the Ministry of Agriculture's 2011 Agrifood Year in Review. British Columbia's foods are in demand around the world and we have a well-deserved reputation for producing safe, innovative and great tasting products. B.C. exported $1.5 billion worth of agrifood to over 140 different markets in 2011, an increase of 7.0 per cent over 2010. B.C. also exported more than $910 million in seafood products in 2011.

B.C.'s primary agriculture and food processing sectors saw solid growth in 2011. Our agrifood sector is the most diverse in Canada with over 200 agriculture products, a world-renowned wine industry and a growing array of high-quality, high-value niche products. This diversity provides an important competitive advantage with a wide range of opportunities for growth and innovation.

In March 2012, we launched B.C. Agrifoods: A Strategy for Growth. As part of the BC Jobs Plan, this five-year strategic plan sets out actions in three key areas of priority: to focus on high quality and high value products; to expand domestic and international markets; and to enhance the industry's competitiveness.

Thanks to our hard-working producers and processors, the agrifoods sector generated close to $11 billion in revenues in 2011 and directly employed 61,000 British Columbians. An additional 239,000 men and women support their families through agrifoods-related employment in food wholesaling, retail and food service sectors. Did you know that food and beverage processing is the largest manufacturing industry in the province, generating sales of sales of $7.5 billion in 2011 and providing 30,300 jobs?

Please take the time to explore the pages in this book. You will be amazed and inspired by the variety of agriculture products that are produced in British Columbia.

Additional information about B.C. grown and produced food can be found at www.gov.bc.ca/agri and www.bcseafood.ca.

Norm Letnick
Minister of Agriculture

2011 INDUSTRY HIGHLIGHTS

British Columbia's agriculture, seafood and agrifood sectors generated $10.9 billion in combined gross revenues and exported $2.4 billion worth of products to more than 140 countries.

Of these totals, the province's seafood sector generated revenues of $800 million and exports of $900 million in 2011.

The province's varied landscapes and climates coupled with proximity to large local and export markets has enabled our farmers to produce an astounding array of agriculture products.

The industry's nearly 20,000 farms utilized 2.6 million hectares – less than three per cent of the provincial land base – to produce more than 200 agriculture and agrifood commodities.

Six of B.C.'s crops led the country in sales in 2011: blueberries, sweet cherries, raspberries, apricots, Brussels sprouts and rhubarb.

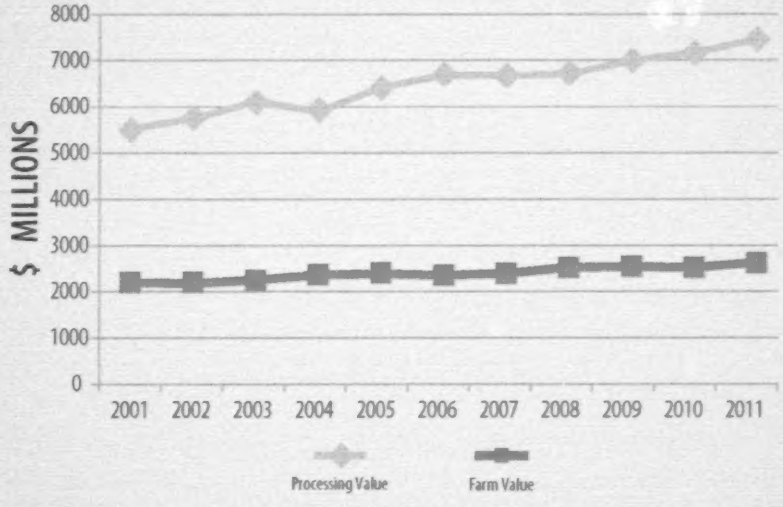
Sixteen ranked second: floriculture products, nursery products, greenhouse tomatoes, greenhouse peppers, mushrooms, cranberries, grapes, greenhouse cucumbers, peaches, pears, nectarines, plums and prunes, garlic, lettuce, and pumpkins.

Provincial agriculture farm cash receipts for grains and oilseeds, tree fruits, berries, grapes, field and greenhouse vegetables, floriculture, nursery, forage and other crops, cattle, hogs, poultry, eggs, dairy, honey and other animals and animal products totalled $2.6 billion in 2011.

The province's food and beverage processors generated an additional $7.5 billion in sales.

The AGRIFOOD INDUSTRY includes primary agriculture production (excludes primary seafood production) and includes the processing of all food, seafood and beverages.

BRITISH COLUMBIA AGRICULTURE



JOB COUNT:
56,400 in primary agriculture and food and beverage processing

INDUSTRY PERFORMANCE

In 2011, total farm cash receipts generated by British Columbia's agriculture sector rose four per cent to $2.6 billion.

Included in this total is the combined industry farm-gate value, as well as direct program payments made to producers. The crop and livestock/poultry sectors generated almost equal shares of the provincial farm-gate value, which increased five percent to more than $2.5 billion in 2011. Sales from the livestock and poultry sector contributed $1.3 billion (a 52 per cent share) and the crop sector generated $1.2 billion (a 48 per cent share).

B.C.'s dairy sector generated 20 per cent of the provincial farm-gate value in 2011 followed by poultry at 16 per cent and greenhouse vegetables and floriculture both contributing 10 per cent each.

More than 75,000 acres of farmland were dedicated to fruit and vegetable production in 2011, generating more than $725 million in farm sales.

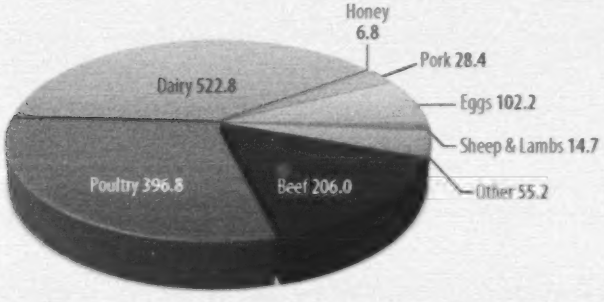
At the end of 2011, there were 540,000 cattle and calves, 89,000 hogs, 45,000 sheep and lambs, 6,257 bison and 796 fallow deer on B.C. farms.

VALUE OF B.C. AGRICULTURE ($ MILLIONS)

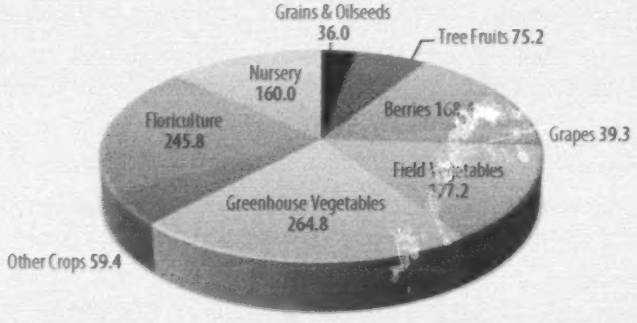
Sector	5 Year Average (2006-2010)	2010	2011	2011 vs. 2010	2011 vs. 5 Year Average
Crops	1,142	1,206	1,226	1.7%	7.4%
Livestock and Poultry	1,219	1,228	1,333	8.5%	9.4%
Farm-gate Value	**2,460**	**2,434**	**2,625**	**5.1%**	**6.7%**
Total Farm Cash Receipts[1]	2,462	2,515	2,625	4.3%	6.6%

[1] *Includes direct program payments to producers not attributed by sector.*

B.C. LIVESTOCK & POULTRY PRODUCTS
FARM-GATE VALUE ($ MILLIONS)



B.C. CROPS
FARM-GATE VALUE ($ MILLIONS)

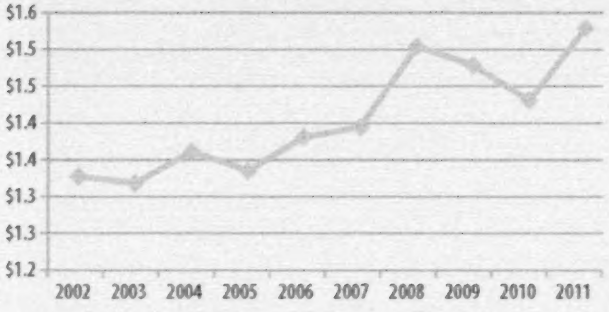


AGRICULTURE EXPORT HIGHLIGHTS

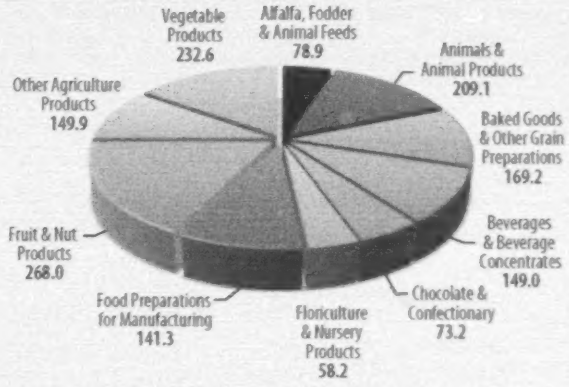
In 2011, the value of British Columbia agriculture exports grew seven per cent to $1.5 billion.

- Exports of fruit and nut products increased 13 per cent and vegetable products rose five per cent.
- Wine exports increased five per cent with more than 80 per cent destined for the Chinese market.

B.C. TOTAL EXPORTS
($ BILLIONS)



B.C. EXPORTS BY PRODUCT GROUPING
($ MILLIONS)


Vegetable Products 232.6
Alfalfa, Fodder & Animal Feeds 78.9
Animals & Animal Products 209.1
Other Agriculture Products 149.9
Baked Goods & Other Grain Preparations 169.2
Fruit & Nut Products 268.0
Beverages & Beverage Concentrates 149.0
Food Preparations for Manufacturing 141.3
Floriculture & Nursery Products 58.2
Chocolate & Confectionary 73.2

COUNTRY EXPORT HIGHLIGHTS

British Columbia agriculture's fastest growing markets in 2011 were South Korea and Taiwan with export values rising 69 and 29 per cent respectively compared to 2010.

Eighty-seven per cent ($1.3 billion) of the province's agriculture export value was generated by our top five markets – the United States, Japan, South Korea, China and Taiwan.

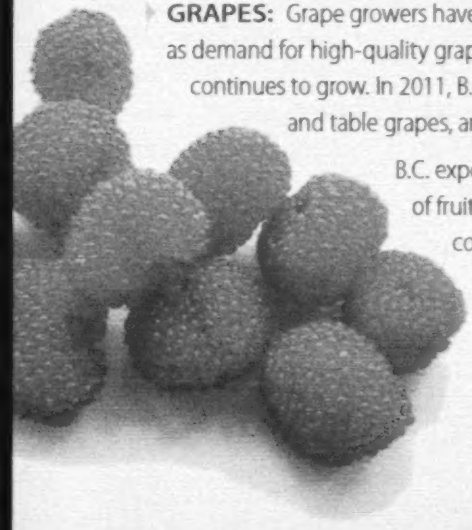
Country	Export Value ($ millions)	Export Share (%)	Top Products
United States	1,133.4	74%	Blueberries, Baked Goods, Food Preparations, Tomatoes, Mushrooms
Japan	81.8	5%	Pork Products, Water, Animal Feed, Blueberries, Mushrooms
South Korea	42.5	3%	Fats & Oils, Food Preparations, Wheat Flour, Pork Products, Wheat
China	39.0	3%	Pork Products, Food Preparations, Wine, Rape/Colza Seeds, Raw Flax
Taiwan	34.0	2%	Cherries, Pork Products, Poultry Products, Food Preparations, Water
Rest of World	198.6	13%	Coffee & Tea, Pork Products, Food Preparations, Pasta, Dairy Products
TOTAL B.C.	**1,529.3**	**100%**	**Food Preparations, Blueberries, Baked Goods, Fodder/Animal Feed, Pork**

B.C. FRUITS *and* NUTS

B.C. is Canada's largest producer of blueberries, raspberries, apricots, and sweet cherries and second largest producer of cranberries, peaches, pears, nectarines, plums, and grapes.

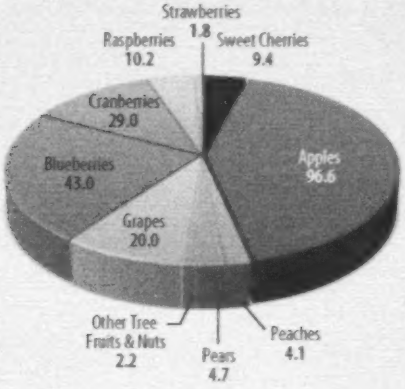
B.C.'s diverse climate enables the production of a wide variety of high-quality berries, wine grapes, tree-fruits and nuts on nearly 61,000 acres of farmland. B.C. ranked first in Canada in terms of fruit sales in 2011, generating total combined farm revenues of $283 million and accounting for over one-third of the total farm-gate value of fruit produced across the country.

- **BERRIES:** Ideal growing conditions, close proximity to food packers and processors, and easy access to B.C.'s highly integrated transportation system, has made the Lower Mainland of B.C. one of Canada's most important regions for berry production. B.C.'s berry growers generated sales of over $168 million in 2011, accounting for 60 per cent of the province's total fruit sales and nearly 42 per cent of Canada's total berry sales.
- **TREE FRUITS:** The Okanagan region is home to most of B.C.'s tree-fruit orchards, which generated combined annual revenues of $75 million in 2011 (33 per cent of the total value of tree-fruit produced in Canada). Apples and sweet cherries are B.C.'s two largest tree-fruit crops. Acreage in cherry production has experienced significant growth in B.C. over the past few years as the industry continues to position itself to become a strong player in the global market.
- **GRAPES:** Grape growers have doubled production since 2000, as demand for high-quality grapes from B.C.'s wine industry continues to grow. In 2011, B.C. produced 20 tonnes of wine and table grapes, an increase of 14 per cent over 2010.

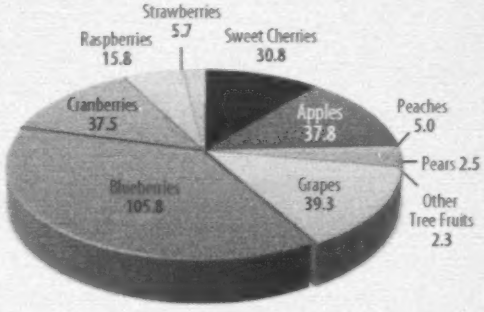


B.C. exported almost $268 million worth of fruit and nut products to 40 different countries in 2011. The top five fruit exports were blueberries, cherries, cranberries, apples, and raspberries.

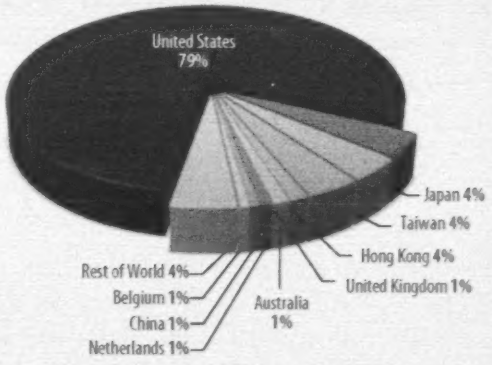
B.C. FRUIT & NUTS
2011 PRODUCTION ('000 TONNES)



B.C. FRUIT & NUTS
2011 FARM-GATE VALUE ($ MILLIONS)



B.C.'S FRUIT & NUT EXPORTS
2011 MARKET SHARE (% OF $267.96 Million)



Spotlight on: WINE

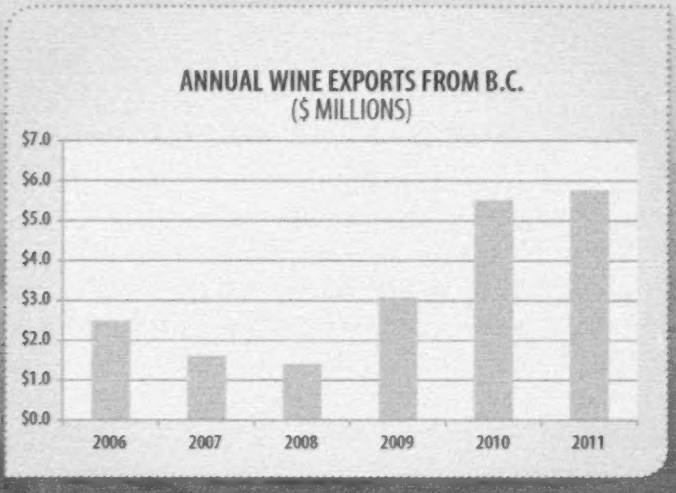
In 2011, exports of B.C. wines were valued at close to $5.8 million, an increase of over 300 per cent since 2008.

B.C. is home to 864 vineyards, including 242 licensed wineries. Over 60 different grape varieties are produced here, the top ten of which include Pinot Gris, Chardonnay, Gewurztraminer, Riesling, Sauvignon Blanc, Merlot, Pinot Noir, Cabernet Sauvignon, Syrah (Shiraz), and Cabernet Franc

While the industry is concentrated in the Okanagan and Similkameen Valleys, viticulture can be found across five different regions of the province, each with its own unique climate and soils. This diversity enhances the province's maturing wine industry which is recognized internationally with over 1,000 medals won in 2011 in competitions around the globe.

Included in the medal winners are B.C. ice wines – from grapes naturally frozen on the vine before harvest yielding some of the highest quality dessert wines in the world. Quality wine starts from the vineyards, and B.C.'s grape growers are consistently refining their excellent growing practices. Many B.C. grapes are grown on pest-resistant rootstocks which prevent root attacks and lead to higher yields.

The growth in wine production in B.C. combined with a growing demand in Asia due to a shift in preference for wine and its health-hearty benefits, with moderate consumption, has led to the rise in exports from $1.4 million in 2008 to $5.8 million in 2011. Within Canada, in 2012 B.C. is expected to see open access to trade across provincial borders which will increase domestic consumption even further.



Spotlight on: CHERRIES

B.C. is the largest cherry producer in Canada. In 2011, B.C. exported close to $40 million worth of cherries to over 20 different markets.

B.C. is the cherry-producing centre of Canada, accounting for more than 93 per cent of the nation's production of sweet cherries.

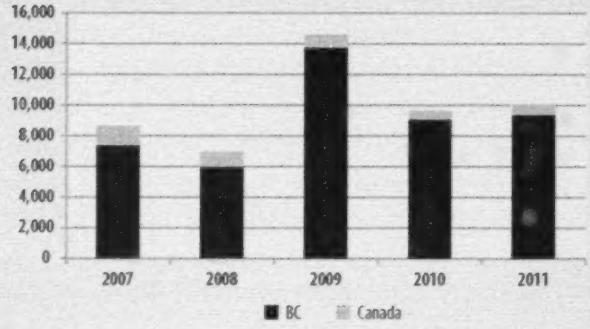
B.C.'s exports of sweet cherries grew 36 per cent in 2011 alone, from $29 million in 2010 to $40 million in 2011, and were up over 150 per cent since 2008.

Top export markets for B.C. cherries in 2011 include the United States, Hong Kong, Taiwan and Belgium. Exports to Hong Kong increased from just over $0.5 million in 2008 to close to $10 million in 2011, and B.C. cherry exports to Taiwan increased from $2.6 million in 2008 to $9.8 million in 2011.

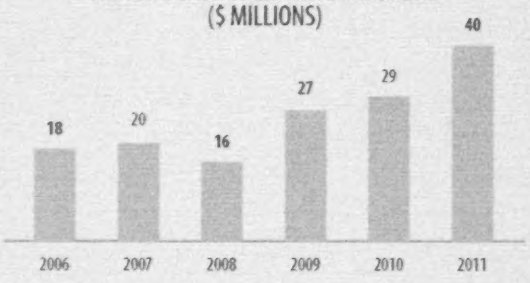
In 2011, B.C. produced over 9,000 tonnes of sweet cherries on 3,200 acres of land. B.C.'s interior valleys, with pure, clean water and a mild climate of mixed temperatures, extend the growing season to enable production of the sweetest cherries with high sugar content and an ideal size. In addition, considerable research and development support has been funnelled into this industry striving to provide the best to our orchardists and consumers in this booming market.

The appeal of cherries is definitely its nutritious content. Cherries are known as superfruits that contain powerful antioxidants fighting off many diseases. They are potent sources of Vitamin C and fibre as well as being low in fat and sodium and cholesterol-free.

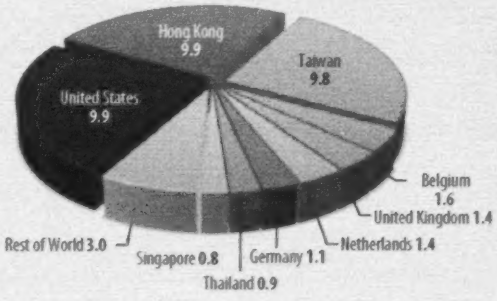
B.C. SWEET CHERRIES
2011 PRODUCTION (TONNES)



ANNUAL CHERRY EXPORTS FROM B.C.
($ MILLIONS)



B.C. CHERRIES
2011 EXPORT MARKETS ($ MILLIONS)



B.C. VEGETABLES

More than 35 types of vegetables were commercially grown by B.C. farmers in 2011, generating total combined revenues of $442 million.

From asparagus to zucchini, B.C. produced over 268,000 metric tonnes of vegetables on close to 18,000 acres of farmland. Although the majority of vegetables are grown in the fertile Fraser Valley region, fresh B.C. vegetables are available at farmers markets or farm-side stands in almost every community in the province.

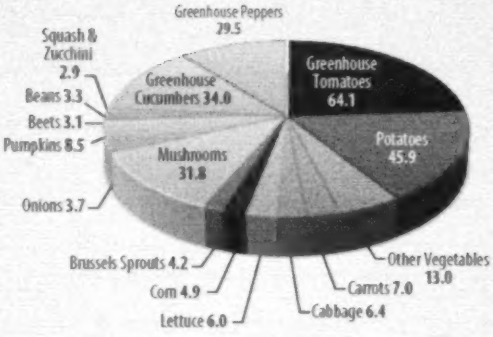
B.C.'s greenhouse growers produced close to $265 million worth of vegetables in 2011, an increase of almost five per cent from 2010 and an increase of more than 18 per cent over five years. B.C. produced 33 per cent of Canada's greenhouse peppers, 13 per cent of Canada's greenhouse cucumbers, and 24 per cent of Canada's greenhouse tomatoes.

B.C.'s greenhouse growers are world leaders in the use of integrated pest management and innovative greenhouse technologies. These advantages have enabled the industry to remain competitive during the economic downturn, even with increased competition from the U.S. and the Netherlands. U.S. and Canadian borders were re-opened to Dutch greenhouse peppers in 2010, resulting in a surge of imported produce that challenged prices and returns to producers. Despite this, farm sales of B.C.'s greenhouse peppers rose by four per cent, from $84 to $87 million, showing the strength and resiliency of the industry.

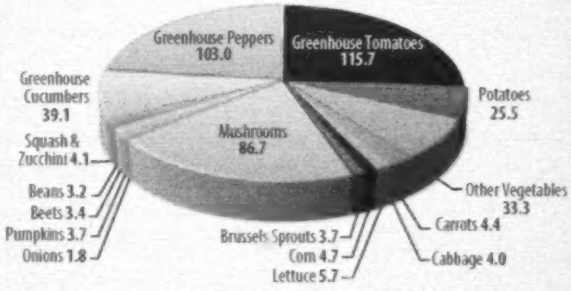
B.C. farmers produced $177 million worth of field vegetables and mushrooms in 2011, accounting for just over eight per cent of Canada's total field vegetable and mushroom revenues. Mushrooms and potatoes were B.C.'s highest-value non-greenhouse vegetable crops in 2011, followed by lettuce, corn, carrots, squash & zucchinis, cabbage and Brussels sprouts.

B.C. exported $233 million worth of vegetable products to 38 different markets in 2011. The top five vegetable exports include mushrooms ($71 million), tomatoes ($71 million), peppers ($55 million), cucumbers ($14 million) and peas ($5 million). The United States continued to be the top export market, importing $212 million worth of B.C. vegetable products.

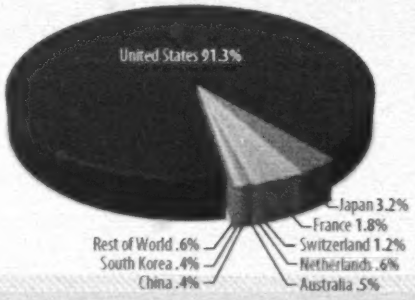
B.C. VEGETABLES 2011 PRODUCTION
('000 TONNES)



B.C. VEGETABLES 2011 FARM-GATE VALUE
($ MILLION)



B.C.'S VEGETABLE EXPORTS 2011 MARKET SHARE
(% OF $232.6 Million)



Spotlight on: GREENHOUSE VEGETABLES

B.C. ranks third with the most greenhouse operations across the country, generating 24 per cent of Canada's total greenhouse revenue in 2011.

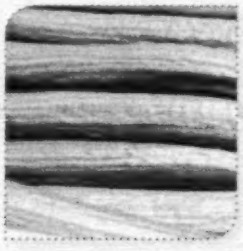
B.C.'s standards of safe growing practices guarantee high quality and food safe products available all year-round. With the raising awareness for the health of our environment, B.C. is proactive in minimizing harmful emissions by efficiently recycling released carbon dioxide from the production process back into the growing of vegetables.

Greenhouses allow growers to maximize their growing practices through controlled growing elements and produce the best vegetables for Canada and the world. The main crops grown in greenhouses are tomatoes, peppers, and cucumbers. Tomatoes accounted for 44 per cent and peppers for 39 per cent of the province's total greenhouse revenue in 2011.

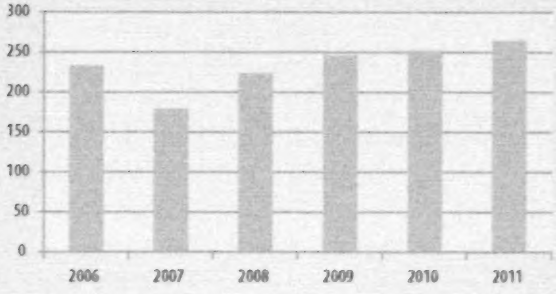
Total revenue from the greenhouse industry contributed $265 million to the economy of B.C. in 2011, with operations covering nearly 5.5 million square metres—equivalent to 650 World Cup soccer fields. This industry, which includes 201 primary greenhouse farm operators, provided employment to 2,355 British Columbians.

The majority of greenhouse operations are concentrated in Greater Vancouver and Fraser Valley areas of the province's Lower mainland.

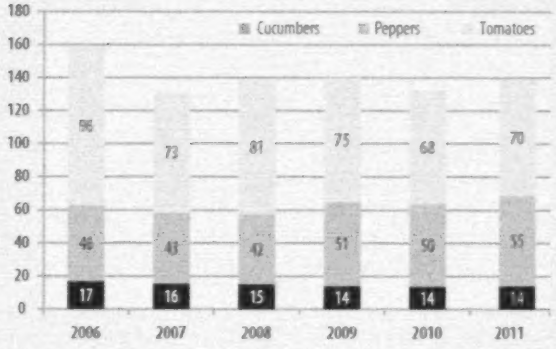
In 2011, B.C. exported 58 tonnes of greenhouse vegetables at a value of $139 million. The United States is B.C.'s largest export market for greenhouse vegetables, accounting for over 99 per cent of all export sales.



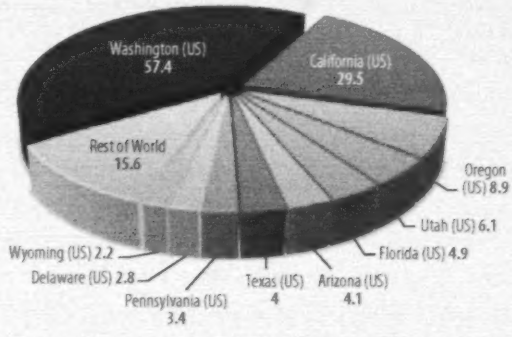
B.C. GREENHOUSE VEGETABLES
ANNUAL FARM-GATE VALUE ($ MILLIONS)



ANNUAL B.C. GREENHOUSE VEGETABLE EXPORTS
($ MILLIONS)



B.C. GREENHOUSE VEGETABLE EXPORTS
TOP MARKETS IN 2011 ($ MILLIONS)



B.C. LIVESTOCK *and* POULTRY PRODUCTS

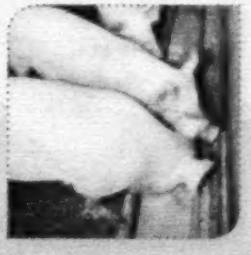
B.C. exported $209 million worth of live animals, meat and animal products to more than 70 different markets in 2011.

Livestock and poultry production of cattle, pigs, sheep, lambs, chickens, turkeys, bison, fallow deer and other animal products is an economic cornerstone of many B.C. communities. Total farm sales of livestock and poultry products reached $1.3 billion in 2011.

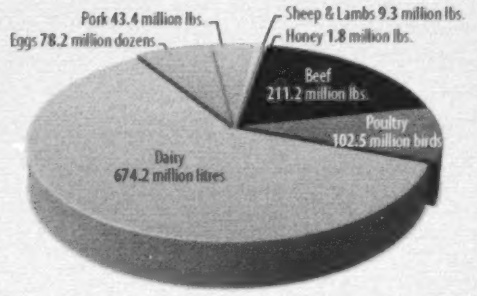
PORK: B.C. had 89,000 hogs on its farms at the end of 2011, the majority of which are located in the Lower Mainland-Southwest region, a large and growing market area that offers cultural and ethnic diversity, and a wide range of potential niche market segments. The B.C. hog industry is shifting to specialty pork production with their newly branded B.C. pork, further supported by a strongly-developed infrastructure of traceability, food safety, bio-security and animal care. B.C. exported $73 million worth of processed pork products to 23 different markets in 2011. United States was B.C.'s largest export market, receiving almost $18 million in frozen pork products.

POULTRY: B.C.'s poultry industry is the second largest agriculture industry in B.C. in terms of farm sales. Farmers generated $499 million in total combined revenues in 2011, with over 102 million chickens and turkeys being raised on more than 1,190 farms. B.C. exported over $34 million in processed poultry products to 36 different markets in 2011. The Philippines was the largest export market, receiving over $10 million in chicken products.

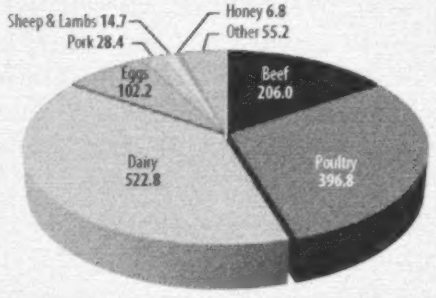
BEEF *and* DAIRY: B.C. had 540,000 cattle and calves spread across nearly 4,000 ranches and dairy farms at the end of 2011. The cattle industry produced 236.5 million pounds of beef at a farm-gate value of $206 million. B.C.'s dairy farmers produced 674.2 million litres of milk, generating $523 million in farm sales.



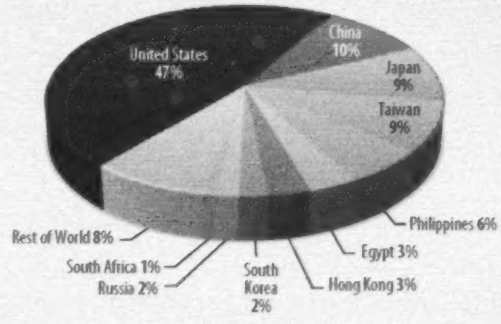
B.C. LIVESTOCK & POULTRY PRODUCTS
2011 PRODUCTION


Pork 43.4 million lbs.
Eggs 78.2 million dozens
Sheep & Lambs 9.3 million lbs.
Honey 1.8 million lbs.
Beef 211.2 million lbs.
Poultry 102.5 million birds
Dairy 674.2 million litres

B.C. LIVESTOCK & POULTRY PRODUCTS
2011 FARM-GATE VALUE ($ MILLIONS)



B.C. LIVESTOCK & POULTRY PRODUCTS
2011 EXPORT MARKET SHARE (% OF $209.1 MILLION)



Spotlight on: HONEY

B.C. exported $835 thousand worth of natural honey to six countries in 2011.

B.C. is home to almost 2,000 beekeepers with over 38,000 colonies of honey bees, accounting for one-quarter of Canada's over 7,000 beekeepers.

All bees play a vital role in the pollination of about a third of Canadian food crops, such as fruits, vegetables, hybrid canola, and greenhouse sweet peppers, and flowering plants.

Honey bees can increase production of well-pollinated crops by two to eight times.

Honey bees produce honey and other hive products (beeswax, bee pollen, propolis and royal jelly) for Canadian and international consumers.

Honey is a natural food containing naturally flavoured sugars, trace enzymes, minerals, vitamins, and amino acids. The colour and flavour of honey may differ depending on the nectar source available.

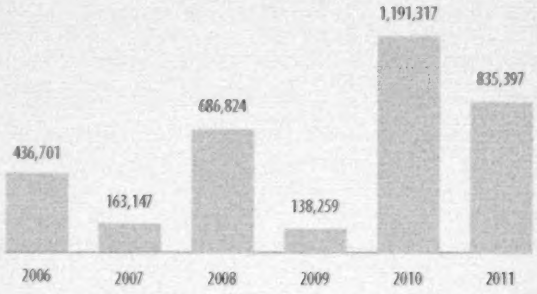
In 2011, 57 per cent of B.C.'s honeybee colonies were located in the Lower Mainland-South West region, where many commercial beekeepers are involved with pollination services for the horticulture industry particularly blueberries and apples.

B.C. implements strict standards for beekeeping, transportation and disease prevention to provide the highest-quality honey. B.C. honey is graded according to moisture and colour (white, golden, amber and dark). Bulk honey also includes an extra white and light amber classification.

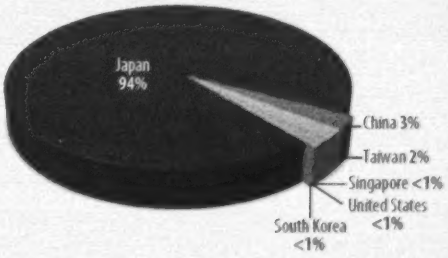
In 2011, B.C. produced almost two million pounds of honey (over two per cent of total Canadian production), estimated at a value of $6.8 million, or almost five per cent of the Canadian total sales.

B.C. exported $835 thousand dollars of natural honey to six countries with Japan accounting for $783 thousand or 94 per cent of the province's total export sales. Canada is one of the top honey producers in the world with B.C. contributing a substantial amount to world exports.

ANNUAL NATURAL HONEY EXPORTS FROM B.C.
($ MILLIONS)



B.C. NATURAL HONEY
2011 TOP EXPORT MARKETS (% of $835.4 *thousand*)



B.C. GRAINS *and* OILSEEDS

B.C. exported close to $34 million worth of grains and oilseeds to over 60 markets in 2011.

Grains and oilseeds dominate the northern landscape in B.C.'s beautiful Peace River region. Just over 300,000 tonnes of grains and oilseeds were produced by B.C. farmers in 2011, generating a market value of close to $43 million. Despite being one of Canada's smaller grain and oilseed producers, B.C.'s industry is efficient, skilled and uses modern technology to grow high-quality crops.

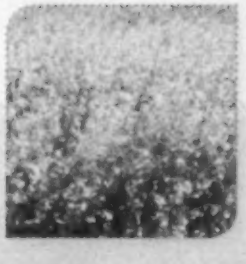
B.C.'s farmers produced 112,900 tonnes of wheat, 56,000 tonnes of canola, 56,600 tonnes of barley and 74,600 tonnes of oats in 2011 on just over 327 thousand acres.

Generally, canola and the higher grades of wheat, oats and malting barley are either exported directly or moved into the Canadian processing sector. Growing consumer interests in the health benefits of whole grains are opening new markets in human food products.

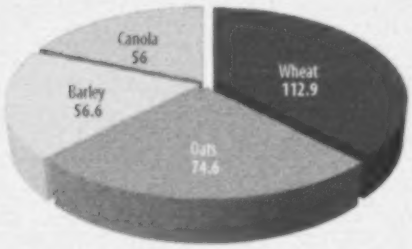
Health Canada reports that some consumption of these grains may reduce the risk of heart disease by lowering blood cholesterol levels.

The lower grades of wheat, oats, and barley move into the domestic feed markets.

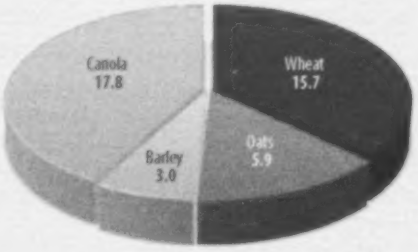
Changing weather combined with a short growing season in B.C. may limit the choices of crops and varieties that can be grown, and require very timely cultural operations. However, farmers continue to work together within the B.C. Grain Producers Association to conduct regionally focussed research, by testing crops, evaluating new crop varieties for regional suitability, and researching herbicide systems, fertilizer blends and other important factors that contribute to the success of the industry.



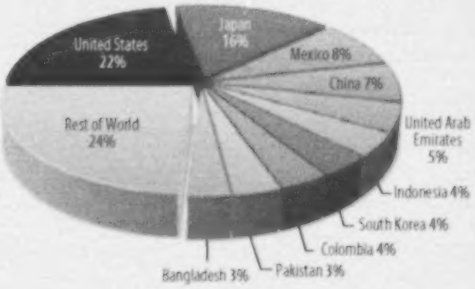
B.C. GRAINS & OILSEEDS 2011 PRODUCTION
('000 TONNES)



B.C. GRAINS & OILSEEDS 2011 FARM-GATE VALUE
($ MILLIONS)

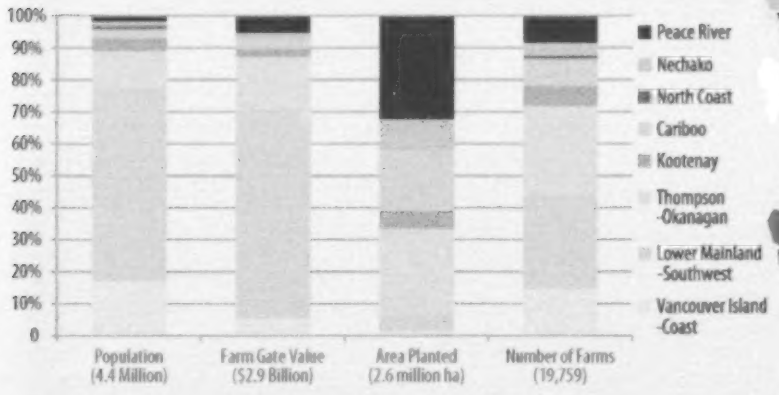


B.C. GRAINS & OILSEEDS EXPORTS 2011 MARKET SHARE
(% OF $33.6 Million)

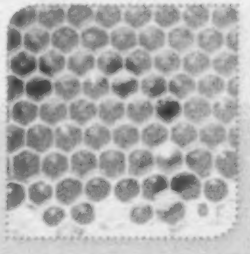


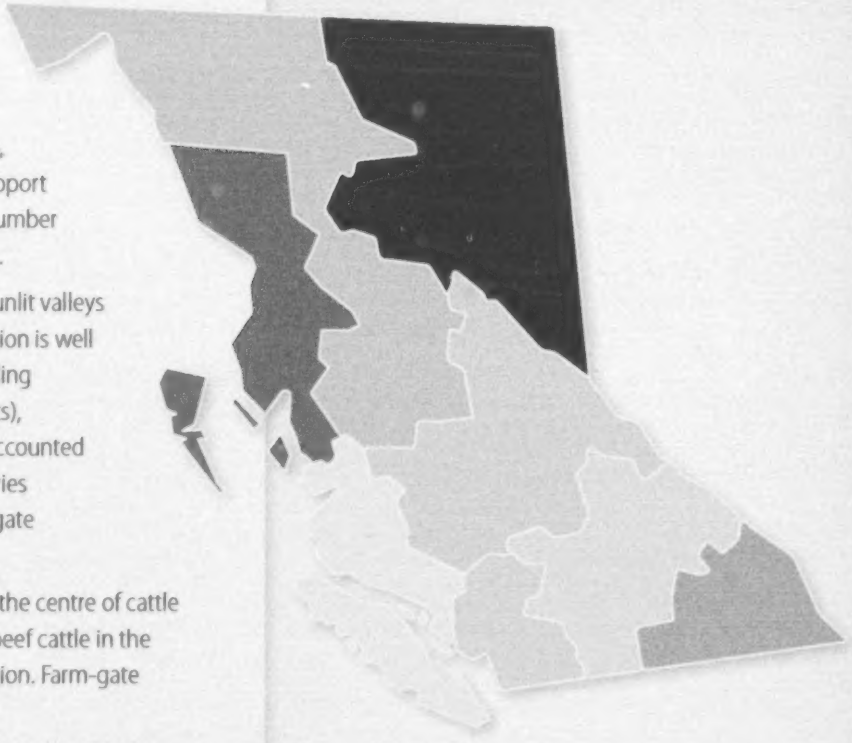
Spotlight on: REGIONS *of* BRITISH COLUMBIA

British Columbia – Proportions by Region



- **VANCOUVER ISLAND-COAST:** This west coast region of the province includes Vancouver Island, the Gulf Islands and the central coast of the B.C. mainland. Known for its relatively mild climate, attention to locally grown food, and year-round beauty, this region produces a diverse variety of crops and animals. Seventeen per cent of the provincial population call this region home, along with 15 per cent of the provincial farms – which generated close to $168 million in farm-gate value in 2011.
- **LOWER MAINLAND-SOUTHWEST:** Owing to its ideal location, in the southwest corner of the provincial mainland, with direct access to international ports and some of the richest, most fertile soil in Canada, this region accounts for 60 per cent of B.C.'s population and one-third of the total farms in the province. It produces 65 per cent of total farm-gate value on only five per cent of the total provincial farmland. The majority of B.C.'s dairy products, berries, field vegetables, poultry, eggs, pork, mushrooms, honey, and greenhouse, nursery and floriculture products are produced here. This region generated almost $2 billion in farm-gate value in 2011.
- **NORTH COAST:** Located among rugged mountains and deep-cut river valleys of vast farmland, the North Coast region takes advantage of its spacious landscape for cattle ranching and hay and forage crop production that are the main agricultural activities. The region is highly supportive of local markets, yet also has the advantage of being close to expanding seaports.





- **KOOTENAY:** Located in the southeast corner of British Columbia, agricultural production in the Kootenay region includes a variety of fruits and berries, greenhouse products, field crops and livestock production. A growing support for local foods also drives local agriculture as the number of farmers' markets increase throughout the region.
- **THOMPSON-OKANAGAN:** With beautiful sunlit valleys and cold water lakes, the Thompson Okanagan region is well known for its high quality grapes, tree fruits (including cherries, apples, peaches, pears, plums, and apricots), and its internationally acclaimed wines. This area accounted for 75 per cent of Canada's total area in sweet cherries and 90 per cent of B.C.'s total area in grapes. Farm-gate values reached $480 million in 2011.
- **CARIBOO:** The Cariboo region is well known as the centre of cattle ranching in the province. It held 25 per cent of all beef cattle in the province, with over 450 beef cattle farms in the region. Farm-gate value exceeded $94 million in 2011.
- **NECHAKO:** The second largest region of B.C., the lovely Nechako region, is predominantly known for its cattle ranching and forage production. The region produced 11 per cent of all beef cattle in the province and generated over $54 million in farm revenues.
- **PEACE RIVER:** Agriculture plays a vital role in driving the economy of this region with 32 per cent of the provincial farm area located in the region. It is best-known for grain and oilseeds, including canola, wheat, mixed grains, barley and hay crops. Of B.C.'s total planting area for these specific grains and oilseeds, 40 to 90 per cent are located here. In addition, 22 per cent of B.C.'s total number of cattle and five per cent of total number of honey bee colonies are farmed in this region.

FOOD *and* BEVERAGE PROCESSING

The food and beverage processing industry was the largest among B.C.'s manufacturing industries in 2011, generating $7.5 billion in shipments and employing over 18 per cent of the province's manufacturing workforce.

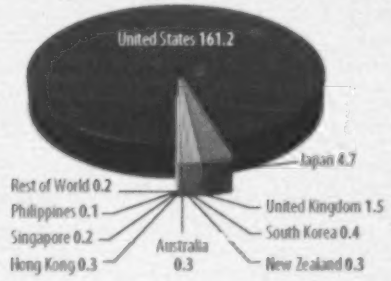
B.C.'s food and beverage processing industry ranked third in Canada in terms of number of establishments and people employed. The industry is comprised of nearly 1,400 small- and medium-sized firms producing agrifood products derived from domestic and imported agriculture and seafood sources.

This structure provides the industry with operational flexibility and the ability to satisfy consumers' diverse tastes and preferences. Most processors are strategically located in close proximity to raw material suppliers and B.C.'s highly integrated transportation system, making it easy to access ingredients and ship finished goods. More than 90 per cent of these processors had less than 100 employees in 2011.

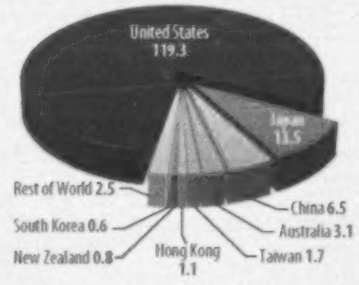
B.C. enjoys a relatively strong local market, driven by the largest population amongst Canada's western provinces and one of the highest average annual food expenditures per household. These consumers insist on high food safety and quality food products produced in a sustainable manner, which is driving growth and innovation in B.C.'s food processing industry. Growing segments of B.C.'s food processing market include ethnic, organic and functional foods, herbal and botanical products, specialty pet foods and nutraceuticals.

Strategically located at the crossroads of the Asia-Pacific marketplace, B.C.'s food and beverage processors are uniquely positioned to supply food markets across Canada, the United States and Asia. In 2011, exports of beverages, syrups & concentrates increased by eight per cent from $137 to $149 million; exports of chocolate & confectionary products increased by 27 per cent from $57 to $73 million; exports of sauces, soups & food preparations increased by 15 per cent from $127 to $146 million.

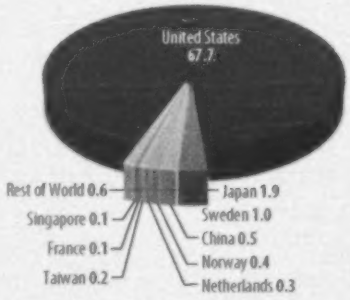
B.C. BAKED GOODS & OTHER GRAIN PREPARATIONS
($ MILLIONS)



B.C. BEVERAGES, SYRUPS & CONCENTRATES
($ MILLIONS)



B.C. CHOCOLATE & CONFECTIONARY
($ MILLIONS)



B.C. SAUCES, SOUPS & FOOD PREPARATIONS
($ MILLIONS)

DATA SOURCES / MORE INFORMATION

DATA SOURCES

Farm-gate and supply chain values, production, size, and employment data provided by Statistics Canada.

Specific industry data obtained from industry associations, where necessary.

Export data provided by Statistics Canada through the Global Trade Atlas and CATSNET databases.

CONTACT INFORMATION

This report is available online at http://www.al.gov.bc.ca/stats/

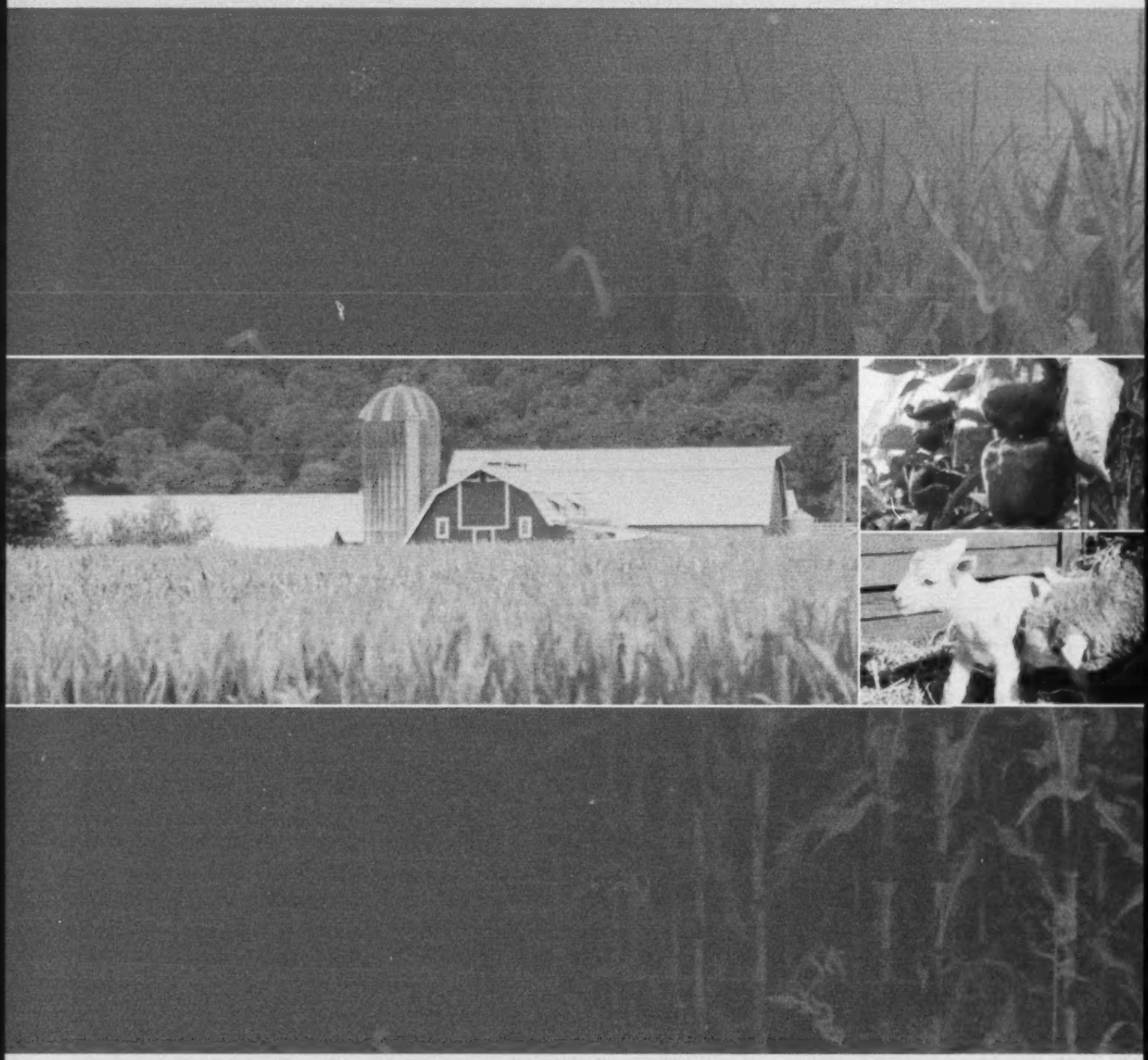
- For more information on B.C. food products and suppliers, please contact:

  MINISTRY OF AGRICULTURE
  PO Box 9120 STN PROV GOV | Victoria, B.C. V8W 9B4
  Email: alstats@gov.bc.ca

- For more information on B.C.'s seafood industry, please visit www.bcseafood.ca

- For more information on the Province of British Columbia, please visit www.britishcolumbia.ca

November 2012



BRITISH COLUMBIA

Ministry of Agriculture